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FOR IMMEDIATE RELEASE

## **Ironwood Insights Group Acquires Discovery Research Group**

November 6, 2019 – Chandler, AZ: [Brad Larson](#), Founder of Ironwood Insights Group, announced today that Ironwood has acquired the data collection company, Discovery Research Group, headquartered in Saratoga Springs, UT.

According to Larson, “We couldn’t be more excited about these two companies coming together. Our combined capabilities now make us one of the largest data collection companies in the U.S., with operations in five states – Idaho, Colorado, Wyoming, Utah and Texas. More importantly, the Discovery team of experienced professionals will stay in place, meaning all DRG clients will continue to receive the world-class service they’ve become accustomed to.”

Discovery Research Group will continue to operate under its current name until the first of the year, when it will be brought under the Ironwood umbrella.

**ABOUT IRONWOOD INSIGHTS GROUP:** Ironwood Insights Group is an industry leader in the areas of research design, strategy, implementation and analytics. Founded in 2011, IIG is dedicated to helping its clients make informed, strategic decisions. For more information, call 602-831-1973, send an email to [info@ironwoodinsights.com](mailto:info@ironwoodinsights.com) or visit the company website at <https://ironwoodinsights.com/>.

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